**BUYER AND CONSUMER BEHAVIOUR**

**Learning Outcome 1: Activity 3**

**HOMEWORK ACTIVITY**

## **Motivation is a powerful force**

It’s what makes us run a marathon; reach the top of the mountain or simply get up in the morning.



Watch this video and come prepared to discuss the key points at the next session. [https://youtu.be/2I0tHcCuNz4](https://www.youtube.com/watch?v=9hdSLiHaJz8)

What is human motivation? How does it control our lives and how can marketers harness the power of motivation to develop effective marketing strategies?

*(Image source:* [*https://pixabay.com/en/adventure-height-level-arm-1807524/*](https://pixabay.com/en/adventure-height-level-arm-1807524/)*)*